

**OTHER PROGRAMMING FURNISHED BY WJAC-TV CONTRIBUTES, AS
PART OF WJAC-TV'S OVERALL PROGRAMMING, TO SERVE THE
EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN 16 AND
UNDER**

JULY - SEPTEMBER 1999

Airdate: 7/30/99
Time 7:30-8pm
Duration: 30:00

KEYSTONE ST. GAMES OPENING CERE.

This ½-hour locally-produced program, hosted by sports talent Dan Lucas, highlighted the opening ceremonies of the 1999 edition of the Keystone State Games. This is the first year the competition was held in Johnstown. Over 7500 contestants, from across the Commonwealth of Pennsylvania, ranging in age from elementary to senior citizen, are participating in the games. They are held over a six day period, with the opening ceremonies occurring in the center of the competition. One of the participants in this program was the 15-year-old recipient of the outstanding athlete for last year's competition.

Airdates: 7/10, 8/8, 21
Time: 7pm/1pm/7pm
Duration: 180 minutes

ALTOONA CURVE BASEBALL GAMES

WJAC aired three games of the Pittsburgh Pirate AA affiliate inaugural season during this period. The games acquaint area viewers with the minor League baseball. Coverage included the game, interviews and the promotional antics performed for stadium attendees between innings.

Airdate: 8/9
Time: 7:30p
Duration: 180 minutes

AAABA OPENING GAME

Live coverage of the opening game of the 54th annual All American Amateur Baseball Association Tournament. Featuring teams from around the country in a double-elimination tourney, the opening game traditionally pits the local entry against an opponent. The age of participants is generally 15-20 years of age and is always well attended by fans of all ages.

Airdate: 9/1,8,15,22,29
Time: 11:20p
Duration: 15minutes
Time: 4pm, 1pm and 12pm

FRIDAY NIGHT FOOTBALL FINAL

Sports Director Tim Rigby again hosts a Friday Night extended wrap-up of high school football action. This report features scores, highlights and

profiles of area games. A minimum of 10 games are featured. The expanded coverage runs the life of the regular and post season.

Air dates: Thursdays/Saturdays

Time: 6pm/7-8a

Duration: 1:30

KIDS YOU SHOULD KNOW

A regular feature in the Thursday evening news and again in the Saturday TODAY SHOW, this is designed to profile a kid from elementary to college age who is not necessarily the academic or athletic achiever in his/her class. Rather, it is created with the idea of promoting ordinary kids providing extraordinary inspiration to those around them.

WJAC-TV NON-BROADCAST EFFORTS

JULY - SEPTEMBER 1999

COMMUNITY OUTREACH

SENIORS FAIRS - On August 17, 24 and September 14, 22, WJAC-TV conducted Seniors Fairs at various malls and, in one case, a district high school. The Fairs were designed to provide information for area senior citizens concerning health, financial, recreational and emotional issues. Multiple locations were established to reach the greatest number of individuals in the affected demographic bracket. Primarily organized by the Sales Department, morning and noon weather talent Jim Burton was on hand to meet and greet area viewers.

FIRESTORM '99 On July 4, station personnel participated in a promotional event entitled Firestorm '99. A variety of on-air and behind-the-scenes individuals supported this Altoona-based celebration of food, crafts and fireworks. The event was held at Lakemont Park. Several thousand people attended. Station promotional items were distributed.

JOHNSTOWN FOLKFEST '99 - More than 100,000 people went to the Cambria City section of Johnstown to participate in the eighth annual Greater Johnstown Folk Festival, September 3-5. The Festival featured a variety of national and local ethnic talent and a myriad of food. Station talent manned a promotional booth, introduced various performers and greeted area supporters. In addition, station promotional items were distributed and people were encouraged to join the WJAC-TV *Weathernet Team*.

PERSONAL APPEARANCES - Marty Ostrow and Chris Taylor, WJAC-TV's General Manager and Operations Director respectively, served as guest lecturers for several broadcast classes at Penn State University's main campus in State College.

SIX LISTENS - The station has begun a an outreach program to various communities entitled Six Listens. Multiple management personnel meet with organizations to hear what viewers are thinking. Where applicable, every attempt is made to enlist the participation of an on-camera talent. During this period, the team met with the State College Rotary on Tuesday, July 27.